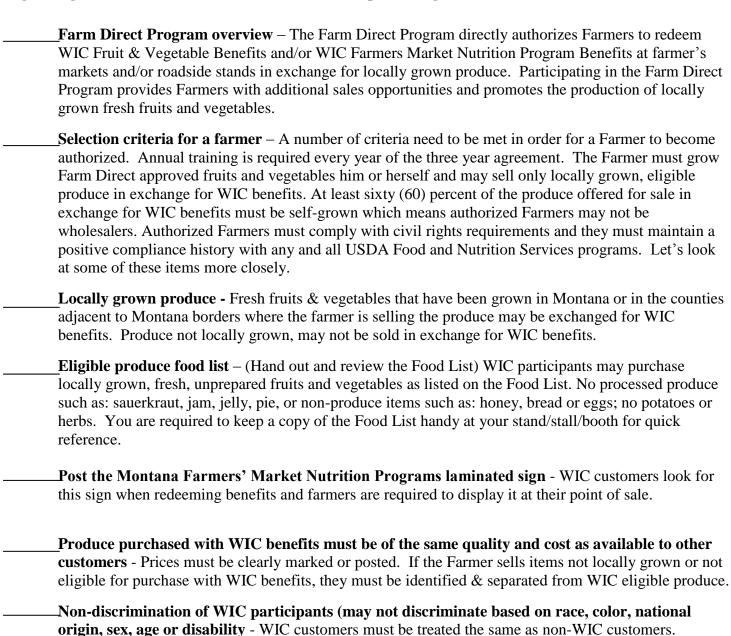
Training the Farm Direct Applicant – Trainer Copy

Review the completed and signed Application to determine if the Farm Direct applicant criteria have been met by the Farmer before training is conducted. Training must be done on an annual basis and may be done in a group or on a one-to-one basis. To prepare for the training, read the Farm Direct Handbook and become familiar with the program policies. Provide the applicant with a copy of the Handbook. Use the following agenda to guide the training. Ensure the applicants have their questions answered and that they have a thorough understanding of the Farm Direct Program before they fill out and sign the Farm Direct Agreement. Send the Application, Training Documentation form and the signed Agreement to the State Office for review and processing.



The current Farm Direct Agreement must be reviewed, especially the Farmer responsibilities and the items which can result in sanctions - cover the areas thoroughly and remind Farmers to read the entire agreement, annual face-to-face training is required, farmer agrees to post WIC Farm Direct sign, the Farmer agrees to be monitored for compliance, the agreement is not transferable to another farmer, Farmer may not accept WIC benefits until Agreement is fully executed (meaning signed by DPHHS and copies and the stamp has sent to the Farmer), follow benefit redemption procedures.
Transaction Policies & Procedures. – Please refer to page 11-12 of the Farm Direct Handbook and let's take a look at the transaction procedures. Remember: No cash may be exchanged and no change may be given for WIC benefits. The total amount of the sale may not exceed maximum value printed on the benefit. However, WIC customers may purchase more than the value of the benefit and pay the difference. If the cost of the items purchased exceeds the maximum value of the benefit you will need to enter the maximum value of the benefit and the participant may pay the difference in a separate transaction. Never write the amount of the overage on the benefit. If the WIC customer does not wish to pay the overage they may put something back to be at or below the benefit amount. Non-locally grown produce and non-approved produce (herbs) must be displayed separately. Farmers & their employees need to be physically present to operate their own booth/table/stall.
How to redeem WIC benefits – For 2015 the value of the WIC FMNP benefit is \$5.00.
Redemption procedures are illustrated in the Handbook on page 11-14. Please pay careful attention to the steps in a WIC transaction. If these steps are not strictly followed, the Farmer may not be reimbursed for the redeemed benefit. A WIC customer needs to separate purchases by type of WIC benefit being redeemed (FMNP & FVB's may not be combined in a single transaction), request WIC Booklet, confirm that the date of cashing is within the valid dates printed on the WIC benefit, total the purchase and enter actual amount of sale without exceeding the maximum value of benefit, have the WIC customer sign the benefit & compare the signature to the one on the ID page of the Booklet, stamp benefit with the Farm Direct ID stamp before deposit.
Safe storage of the WIC benefits - keep the redeemed WIC benefits is a safe place, lost or stolen WIC benefits will not be replaced
Depositing WIC benefits – WIC benefits must be deposited with your bank within 30 days of the Last Day to Use printed on the benefit, if you have a WIC benefit returned to you, contact the State WIC Office.
Depositing FMNP benefits – FMNP benefits must be deposited with your bank by Oct. 31, 2015.
Violations & Sanctions are listed in the Farm Direct Handbook – Be sure to review these together (pages 15, 16, and 17 in the Handbook).
Review the fair hearing rights and process together – (page 18 in the handbook).
Your local WIC Farm Direct contact is and their phone number to contact with questions is
State WIC Office phone number is 1-800-433-4298 – use option 2 for WIC benefit redemption &

Once the Application & Agreement are submitted to the State WIC Office, they will be reviewed. If approved, the Agreement will be processed and Farmers will receive signed copies of the documents, a Farm Direct ID stamp, Farm Direct signs, Benefit Redemption Guides, Food Lists, and a Training Guide so Farmers can train their staff.